MESSAGE POINTS

- Points you can include in your letter:

Big Government

- The era of Big Government is supposed to be over, yet Washington wants to create 17 new bureaucracies and give unelected officials the power to prohibit the use of tobacco products.
- There's something wrong with the government deciding to tax a product out of the reach of adult consumers because Washington "knows what's good for you."
- It's an adult's right to buy a product fully aware of its risks, without the government telling them they can't because they don't want kids to smoke.
- Who should teach children right from wrong: Big Government or parents?

More Taxes/Money Grab

- Washington has turned a reasoned debate about tobacco into a call for new taxes.
- Washington wants to impose $500 billion in new taxes on those least able to afford them — smokers. The tax hits 47 million American adults who choose to smoke. The majority of whom are lower to middle income people.
- Under proposals being considered, the price on a pack of cigarettes would rise from about $2 per pack to about $5 per pack at the retail level.
- Washington **already** makes more money from taxing cigarettes than companies do from selling them.
- Washington now wants to take even more money from tobacco, increasing its take of the profits by five times.
- Huge tax increases alone won't reduce youth smoking: according to data from the U.S. Centers for Disease Control, 11 of the 13 states that raised tobacco taxes in the early 1990s saw an increase in youth smoking in the years that followed.
- 98 percent of cigarettes sold are smoked by those of legal age; only 2 percent are smoked by minors. The new tax proposals would tax 98 percent to try to influence 2 percent.
- Washington bureaucrats say they are concerned about crime, but the new tax proposals on cigarettes would create an enormous black market in tobacco products.
- Taxes would be used to finance tax cuts for wealthy Americans and pay for new federal programs.
- More than half the taxes on cigarettes will be paid by people making less than $30,000 per year.
- The average smoker will pay $1,700 per year in cigarettes taxes.

Jobs

- The new tax legislation on tobacco pending in Congress would affect nearly 2 million jobs. The livelihoods of 1.8 million Americans across the country are tied to tobacco — everyone from growers and manufacturers to industry suppliers, truckers and retail store clerks.

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Source: https://www.industrydocuments.ucsf.edu/docs/jzcy0000

TIPS — FRIENDS AND RELATIVES IN OTHER STATES

- **Ask friends and relatives to help you get word to their elected officials in Washington.**
- **Provide them with the names of Senators for their state. If they don't know the name of their Representative, they can call 1-800-665-9273 at R.J. Reynolds Tobacco. An automated line with step-by-step instructions will provide the appropriate legislators.**
- **Use the message points on the back of this page to suggest information they can use in their letters.**
- **Assure them that the letter can be short — two or three sentences to make their point will be sufficient.**
- **Let them know that you will be checking back with them in a week's time to find out who they wrote.**
- **Thank them for their help.**
- **If you need a Congressional list for your own use, please refer to the RJR intranet or Reynolds Tobacco's web site (www.RJRT.com) on the Internet. The list is compiled by state. (*We ask that you print only the pages you need for writing your letters and to provide Senators and Congressmen for your friends and relatives.)* You can also call 1-800-665-9273 at R.J. Reynolds Tobacco.**
- **You can make your calls from home or from your office phone.**

TIPS FOR WRITING A LETTER

- **Letters should be typed or handwritten as clearly and neatly as possible.**
- **The writer should include their home address.**
- **Date the letter.**
- **Include an inside address — address your letter to:**

  The Honorable _____
  U.S. House of Representatives
  Washington, D.C. 20515

  The Honorable _____
  U.S. Senate
  Washington, D.C. 20510

- **The appropriate greeting for senators and representatives is:**
  Dear Representative (or Senator) _____:
- **Open the letter by clearly stating your position and stick to one topic.**
- **State supporting points briefly.**
- **Keep the letter short. Write the way you speak — in plain English, and stick to the facts.**
- **Sign the letter.** *(Enclosed is a sample of how to organize your letter.)*
- **Ask for a response to your letter.**
- **Send a copy of your letters to:** President William J. Clinton
  1600 Pennsylvania Ave., NW
  Washington, D.C. 20500

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After you have written your letters and called your friends/relatives to verify who they have written, please complete the reply form provided in your packet and send it to Dottie Ratledge (TAC) so that we can have an idea of how many letters are being generated to Congress.

Source: https://www.industrydocuments.ucsf.edu/docs/jzcy0000